

To: Young, Mark
S=Yvette Willard; O=msmail; P=rjrt; A=rjrx400; C=us
S=Mark LaBrecque; O=msmail; P=rjrt; A=rjrx400; C=us
S=Kerigan; G=Jack; I=J.; O=msmail; P=rjrt; A=rjrx400; C=us
S=Gwen Joyner; O=msmail; P=rjrt; A=rjrx400; C=us
S=Carol Russell; O=msmail; P=rjrt; A=rjrx400; C=us
S=Plummer; G=Ronda; O=msmail; P=rjrt; A=rjrx400; C=us
From: S=Malloy; G=Shelley; O=msmail; P=rjrt; A=rjrx400; C=us
Posted: 1/23/98 20:43
Opened: 1/23/98 16:36
Subject: FW: Salem Test Market Comments Report -

Handwritten signature and initials:
A large stylized signature, possibly "M", and the initials "mjm" and "R" written to its right.

Microsoft Mail v3.0 (MAPI 1.0 TransportA) IPM.Microsoft Mail.Note

From: Malloy, Shelley
To: Young, Mark <RSM> 1200
Plummer, Ronda
Carol Russell
Gwen Joyner
Kerigan, Jack J.
Mark LaBrecque
Yvette Willard

Subject: FW: Salem Test Market Comments Report - Week ending 1/23/98

Date: 1998-01-23 15:43

Priority: 3

Message ID: 1FD893A22794D1119FCE00805FE5605F

Conversation ID: Salem Test Market Comments Report - Week ending 1/23/98

Attachments:

STM1-23.XLS

-----Original Message-----

From: Reese, Bonnie L.
Sent: Friday, January 23, 1998 3:36 PM
To: Malloy, Shelley
Cc: Alderman, Bill E.; Brown, Lisa; Phillips, Percy; Montgomery, Nancy W.
Subject: Salem Test Market Comments Report - Week ending 1/23/98

[[STM1-23.XLS : 5142 In STM1-23.XLS]]

Here's the comments report for this week. Only 8 contacts logged this week, with five for the green-filtered cig. It continues to be a hit.

Is the green-filtered cig now also in FF Box 100's? Thanks.

bonnie

51851 5228

Salem NY Test Market Comments Report
Week Ending January 23, 1998

PID	City	State	Usual Brand	Represent	Sex	Age	Comments	Brand Style Calling About
136799511	BROOKLYN	NY	SALEM PRE	WGTV	M	65	had purchased the wrong product...does not like the new product...says that it is horrible...LOVES the slide box...	S... SALEM LIGHTS SLIDE BOX
258452395	BRONX	NY	SALEM	WGZ2F	M	39	green cig question	S... SALEM LIGHTS SLIDE BOX
276189313	NEW YORK	NY	NEWPORT	WGPYX	M	50	is there a contest for the green filter cigs. in packs. thought it would be nice to receive a million dollars for them	S... SALEM FF SLIDE BOX
320225540	LAKE GROVE	NY	SALEM	WHD1C	M	32	THINKS THE SOFT PACK TASTES BAD - IT'S DIFFERENT - PACKAGING IS TOO DULL - NO FLASH - NO STYLE - don't change it - if it "ain't broke" don't fix it -	SALEM FF SP
320401719	MIDDLETOWN	NY	SALEM	WGZUG	F	32	main comments were pertaining to green filter/ likes- cute/ cigs taste a bit on strong side/ lacking menthol flav/ usual sp smoker	S... SALEM LIGHTS SLIDE BOX
320402725	BROOKLYN	NY	SALEM	WGZUG	F	51	main gist was green cig/ did probe to find out didn't like new blend/ very heavy tobacco taste/ sp smoker	S... SALEM LIGHTS SLIDE BOX
320442185	BALDWIN	NY	ALL OTHER	WGSKE	F	30	green cig - liked them	S... SALEM FF SLIDE BOX
972774815	BROOKLYN	NY	MARLBORO	WGZ47	M	66	green cig??/why	S... SALEM FF 100S FLIPTOP BOX

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